

8. Bass Hotels & Resorts (BHR)

Bass Hotels & Resorts (BHR) operates over 3,200 hotels worldwide. BHR's brands include:

- Inter-Continental;
- Crowne Plaza;
- Holiday Inn;
- Express by Holiday Inn;
- Staybridge Suites.



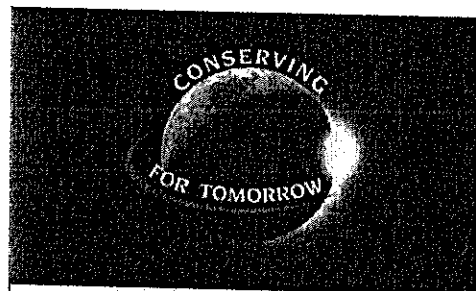
BHR is a division of Bass PLC. The headquarters of the group are in London, UK, with regional offices in Atlanta for the Americas, Hong Kong for Asia Pacific, and Windsor for Europe/Middle East/Africa.

Each region has an environment team leader who reports to the Vice-Chairman of BHR. The vice-chairman is the company sponsor of the BHR Environment Initiative, and as such represents BHR on the Bass PLC Environment Working Group.

One of BHR's worldwide environment initiatives is the *Conserving For Tomorrow* programme. With over 1,100 participating hotels worldwide, it focuses on energy and water conservation and offers guests the opportunity to reuse towels and sheets during multiple-night stays. Towels and linens are washed every three days. Based on the number of participating hotels, the programme is estimated to save 7,038,000 gallons of water and 46,920 gallons of detergent every month, in addition to the energy savings from using less hot water. BHR conducts on-going guest surveys to measure consumer perception of the towels and linen programme: response has been very favourable.

The *Conserving For Tomorrow* programme also focuses on lighting.

From 1 January 2000, Holiday Inn hotels have been required to switch to compact fluorescent lighting, which meets specific criteria to ensure that guests have more light, but for less energy. The lighting programme also calls for a reduction in mercury lighting, which reduces not only environment impact but disposal costs as well.



With your help and participation in the linens and towels program, you can make a significant difference in conserving our environment. The *Conserving For Tomorrow*™ program involves the following environmental procedures:

- Recycling paper, aluminum, cardboard, and other items where possible.
"One staff member calculated that, because we now recycle all the paper in the hotel, we have so far recycled enough to save 200 trees."
- Looking for opportunities to buy more environmentally friendly products.
"The extra money we spent on changing to biodegradable toiletries was more than offset by the savings we made on water and electricity bills."
- Providing smoke-free guestrooms and dining in our restaurants.
"We found that creating non-smoking guestrooms cuts down on the amount of cleaning chemicals necessary."
- Using more environmentally-friendly cleansers and detergents.
"We changed to a non-toxic, biodegradable, multi-purpose cleaner/disinfectant. It was as good as our previous product in cleaning and rinsing."
- Changing linens every three days or upon request and towels only as needed when guests stay more than one night. This initiative is estimated to save over 70,000 gallons of water and 500 gallons of detergent annually at each medium-sized participating hotel.
A guest comments... "This program not only saves the hotel significant resources, but engenders goodwill toward the guests. I want you to know that I am fully in support of programs like this, and consequently will endeavor to patronize hotels that have such programs."
- Encouraging its hotels to install water-saving devices and energy-saving products and make operational changes to save these resources.
"We fitted water saving devices to our shower heads. This maintained the force of the shower but reduced the volume of water by 30%."
"Where possible, we used reduced lighting at night time to 50% capacity between midnight and 6:00 a.m. by employing the use of timers."

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WORLD.

ACHIEVEMENTS OF SOME BHR HOTELS:

- A hotel in Mexico has realised 20% savings on energy costs by placing presence sensors in guestrooms to control air-conditioning and lighting;
- A hotel in Turkey has reduced its energy consumption through moderate adjustments in the building's automated temperature settings – savings of over \$71,500 in one year;
- A hotel in Canada saves \$65,000-plus a year in recognisable costs – particularly in waste-disposal and laundry, with savings of over \$30,000 a year in these two areas alone;
- This same Canadian hotel uses the *Conserving For Tomorrow* programme as a sales tool when soliciting group business. It has so far helped secure two environment conferences worth some \$50,000;
- A Bahrain hotel lowered water costs by 4.5% and fuel costs by 4.3% in one year, despite increased occupancy and food/beverage sales;
- Many hotels have found that their environment programmes have increased their involvement with local communities.

BHR-owned and managed hotels use environment self-audits to measure their progress, covering energy and water conservation, waste management, water quality, product purchasing, indoor air quality, external air emissions, noise, stored fuel, PCBs, pesticides and herbicides, hazardous materials and asbestos.

One goal of the BHR environment team is to increase awareness and use of this self-audit within the franchise community.

Within the Inter-Continental brand, individual hotel audit scores are rolled into regional scorecards, with awards and recognition for high performers.

BHR also recognises hotels that have achieved significant results in a hotel-level environment effort. The Environment Award is presented at BHR's annual Worldwide Conference, attended by over 2,500 owners and operators.

Bass PLC publishes a corporate environment report every two years.

BHR continues to look for ways to expand its environment initiatives. The company is working on:

- A comprehensive guide to energy management;
- A standardised environment self-audit form for use by all BHR brand hotels;
- Including conservation information on the company's brand Internet sites;
- Building better alliances with suppliers of environmentally-preferable products and services.



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